



**For Immediate Release  
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### **2014 Connecting Women to Power Business Conference Attendance Tops 2,500**

**Carson, CA** – Over 2,500 business owners and aspiring entrepreneurs attended the fifth-annual Connecting Women to Power Business Conference, hosted today by Jerome E. Horton, Chairman of the California Board of Equalization, at California State University, Dominguez Hills.

“This event continues to grow each year and I am very pleased with the educational opportunities provided to California businesses,” said Chairman Horton. “The strategies and techniques they learned will help them revitalize California’s economy.”

One of the primary goals of the conference was to assemble entrepreneurs and leaders from major corporations, government agencies, and key partner organizations to share ways of positioning business owners to better compete in today’s global economy. The conference elements included motivational keynote and guest speakers, strategies on successful leadership and management skills, information on capitalizing on tax credits, and a host of other topics.

Jana Coke, an entrepreneur who established her fashion consulting business in 2006 and provides a broad range of fashion-related services for male and female clients, said, “I decided to come to the conference for the motivation and stimulation that comes from hundreds of productive women in the same room.”

“I believe we met and even exceeded our goals, objectives, and expectations,” said Chairman Horton. “I am especially enthusiastic about the potential international business opportunities that may result from this year’s conference, stemming from the foreign trade representatives that participated this year.”

Jessica von Bluecher, co-owner of The Oxford Trunk, a women’s retail fashion boutique, attended the conference with her business partner and said, “Our aim is to network with other women business owners and possibly expand our customer base.”

“This conference would not be possible were it not for the impressive list of partners, volunteers, and sponsors who gave their time and resources to make this event possible,” Chairman Horton concluded. “From the administrators at California State University, Dominguez Hills, to the dozens of local organizations who partnered with us, it is because of their efforts that this event continues to be among the most popular and productive conferences of its type in Southern California.”

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Elected in 2010, Chairman Jerome E. Horton is the Fourth District Member of the California State Board of Equalization, representing more than 8.5 million residents in Los Angeles County. He is also the Board of Equalization’s Legislative Committee Chairman. He is the first to serve on the Board of Equalization with over 21 years of experience at the BOE. Horton previously served as an Assembly Member of the California State Assembly from 2000-2006.

The five-member California State Board of Equalization is a publicly elected tax board. The Board of Equalization collects more than \$56 billion annually in taxes and fees supporting state and local government services. It hears business tax appeals, acts as the appellate body for franchise and personal income tax appeals, and serves a significant role in the assessment and administration of property taxes. For more information on other taxes and fees in California, visit [www.taxes.ca.gov](http://www.taxes.ca.gov).

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